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SUBJECT: GOJ TO APPLY TECHNICAL STANDARDS FOR FRUIT AND VEGETABLE
EXPORTS

REF: A. 07 AMMAN 3814

[1](#)B. 06 AMMAN 7676

[1](#)C. 06 AMMAN 1513

[1](#)1. SUMMARY: Jordan's Ministry of Agriculture (MOA) announced in December 2007 that it will enforce during the first quarter of 2008 the mandatory adoption of technical standards for Jordanian fruit and vegetable exports. The standards apply to all fresh produce and address quality, size, transportation, labeling, and storage. The GOJ's goals are to limit post-harvest losses, generate more revenue from produce exports, and attain accreditation from USDA and the relevant European authorities. END SUMMARY.

[1](#)2. In late December, Jordan's Ministry of Agriculture (MoA) announced that it would enforce mandatory standards for the production and export of all fruits and vegetables. The standards, developed by the Jordan Standards and Metrology Institution (JISM), are designed to bring Jordan as close as possible to established international specifications for vegetables and fruit as well as their derived products. The technical regulations address scope, standard requirements, grading, tolerance, sampling, packaging, transport, storage, and labeling. Under the regulations, produce is sorted into three categories: excellent, first grade, and second grade. The GOJ impetus for the new standards is a desire to drive down post-harvest and mishandling losses, reap higher revenues per unit of exported fruits and vegetables, raise the quality of produce to meet foreign consumer expectations, and obtain accreditation from USDA and European relevant authorities.

[1](#)3. Although the MoA declared the new standards would go into effect January 1, 2008, it lacks the necessary funds and competent personnel for implementation. The MOA has asked the Greater Amman Municipality to allocate funding to realize this goal.

[1](#)4. Jordan's horticultural producers welcome the new regulations as they are eager to reach new markets, the United States in particular because of the Free Trade Agreement. NOTE: A process was launched five years ago to qualify a certain number of Jordanian products for access to the U.S. market. The process is in the final stages of the Pest Risk Assessment, which, if passed, would grant Jordan a quality certificate. END NOTE.

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